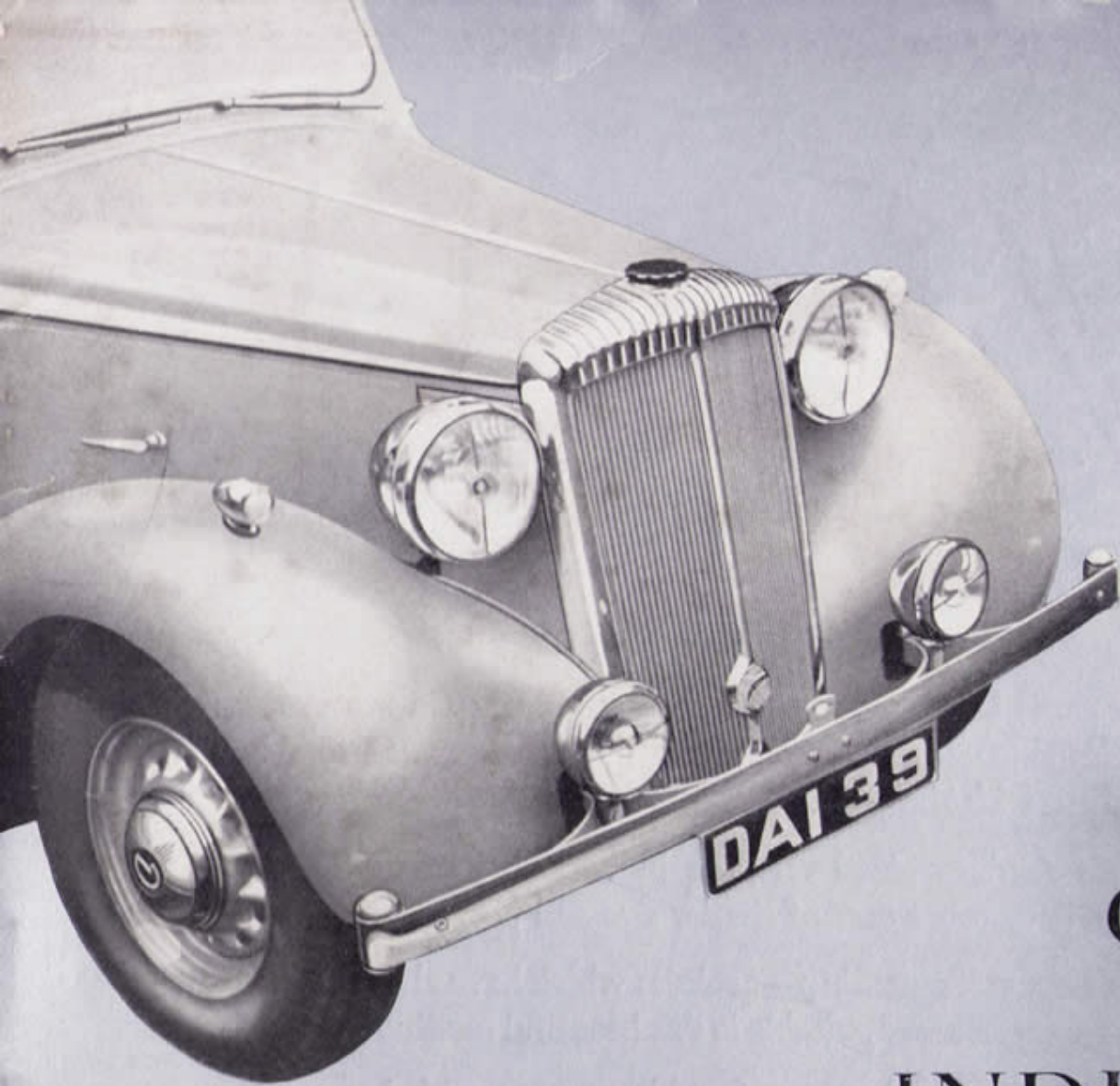




CAR FOR AN
INDIVIDUALIST . . .



BY APPOINTMENT
TO THE LATE KING GEORGE V.

*F*OR FORTY YEARS the name Daimler has stood for individuality in motor cars; but never was this Daimler characteristic so emphatically demonstrated as when the Daimler FIFTEEN $2\frac{1}{2}$ litre took the road.

Even in the wide field of medium-sized cars, the individuality of the Daimler stands out in sharp contrast to other cars of similar size and power.

Quiet dignity, beauty of line, craftsmanship—qualities which have always characterised the big Daimler—are at once recognisable in this beautiful medium-sized car.

Those seeking a fine car, a fast car, a silent comfortable car, yet withal, a car at a moderate price, find all they ask in the Daimler FIFTEEN $2\frac{1}{2}$ litre—plus the price-less advantage of Daimler prestige.



*Thick overcoat weather outside . . . but
INSIDE the Daimler RITZ it's as warm
and comfortable as a living room, when an
air-conditioning unit is installed.*

The Daimler RITZ

Fifteen 2½ litre Sports Saloon

FOR the man whose special needs demand a car of even greater individuality than the already distinguished FIFTEEN, though not a car of considerably greater cost, Daimler introduce the 2½ litre RITZ. This indeed is the car for the individualist, the car for the man who expects as a matter of course that his possessions shall reflect his taste for the luxurious and the unusual.

Mechanically the Daimler RITZ Saloon is similar to the standard Daimler FIFTEEN. It is powered by the same lively 2½ litre engine—smooth, silent, spirited, as only Daimler precision and craftsmanship can



Only a scarcely audible ripple of sound tells of the transition from smooth surfaced road to cobbled village street.

make it; an engine that expresses its essential qualities as convincingly when whisking the car forward along an arterial at top speed as when idling through town traffic at walking pace.

And here too, on the open road, the Daimler gives proof of its supreme riding comfort. Only a scarcely audible ripple of sound tells of the transition from smooth surfaced road to cobbled village street; only the sharply curving line of the road ahead and the wheel turning in the driver's hands tell that the car is cornering: the Daimler system of independent front wheel suspension and special chassis construction eliminates all jolts and lurches. The car



Only the sharply curving line of the road ahead and the wheel turning in the driver's hands tells that the car is cornering.

rides vibrationless as if on velvet, turns at high speed as if on a turntable.

Even in an emergency when the powerful progressive brakes grip the wheels, the car comes steadily to rest without a trace of forward pitch. Passengers are poised comfortably between the axles. An anti-roll control bar prevents back seat sway. A gliding, restful ride is the natural outcome of the special attention Daimler engineers have given to body design and suspension.

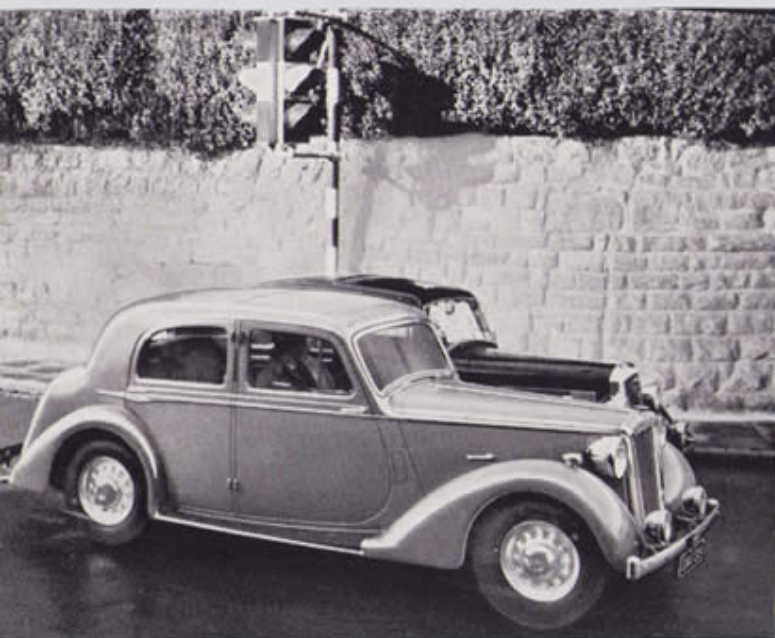
But you must take the wheel of the Daimler 2½ litre RITZ to discover all that it has to offer of motoring ease and enjoyment. Driving a Daimler for the



Driving a Daimler for the first time is an experience so revealing that it remains a newly discovered delight, long after the memory of driving other cars is forgotten.

first time is an experience so revealing that it remains a newly discovered delight, long after the memory of driving other cars is forgotten.

The Daimler fluid flywheel transmission halves the operations of driving a car and doubles the pleasure. One gear is almost sufficient for this remarkable car. It will start from a standstill in top—if called upon to do so—without a tremor! It will creep inch by inch through traffic without needing more attention than an occasional touch on the accelerator. It will halt with the engine idling *in gear*—declutching is unnecessary. When the traffic line moves forward the car will respond swiftly and



. . . . outstrip the majority of cars.

silently to the foot on the accelerator and outstrip the majority of cars in the get-away from the traffic lights. Gear changes are made without lifting a hand from the wheel, without more than one movement of the clutch pedal.

All these established Daimler characteristics are to be found both in the Daimler FIFTEEN $2\frac{1}{2}$ litre and the special RITZ model. Only the further refinements, additional comforts and the even higher standard of finish of the RITZ Saloon distinguish these two fine cars. Those features which are exclusive to the Daimler RITZ Saloon are set out in the following pages.





Provision is made for the installation of an air-conditioning unit. In winter this unit heats the car, and demists the wind-screen, even when the windows are tightly closed. In summer it keeps the air within the car cool and fresh.



All upholstery is carried out in luxuriously soft high-grade leather with contrasting piping. Absence of gear change and hand-brake levers means exceptional leg room in the front compartment.

The back of each front seat is fitted with a folding picnic table of beautifully figured grey sycamore finish toned to match the upholstery and other woodwork. Footrests are also provided.



The rear side armrests are fitted with cream bakelite Thermos flasks and also large size telescopic ash-trays. Finest quality pile carpeting covers a floor free from foot wells and obstructions of any kind.

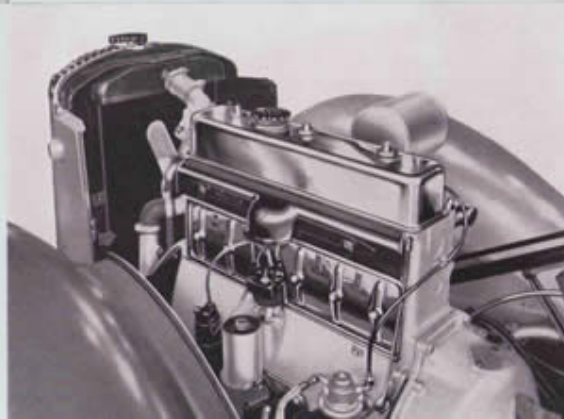


The grey sycamore finish instrument board is toned to match the upholstery; a 'Phileo' car radio is embodied neatly in its design. Two festoon lamps illuminate the facia and glove box and also provide light for map reading.



Special springing of the deep rear seats and their position within the back axle results in really exceptional riding comfort. Smokers will discover an unusual feature in the centre arm-rest, which opens revealing a divided box for cigars and cigarettes.

The finish of the 2½ litre engine is consistent with that of the body work. Many exterior surfaces have double dipped chromium plating. An engine inspection lamp is fitted to the dash and a tool kit is accommodated in the bulkhead.



The luggage boot is trimmed with off-white rubber, as is also the luggage lid. The spare wheel lid is fitted with illuminated box type number plate and specially designed arms hold the lid to the body in its open position.



EXCLUSIVE FEATURES OF THE



FIFTEEN 2½ LITRE SPORTS SALOON

EXCLUSIVENESS OF
THE DAIMLER RITZ
2½ litre Sports Saloon
ensured by limiting output

In response to enquiries for a car similar to the special model Daimler FIFTEEN 2½ litre which competed so successfully in recent motor rallies and contests, Daimler introduce the 2½ litre RITZ. In elegance, comfort and engineering, this is a completely individual car, the possession of which will give the most exacting owner the keenest pride.

Engine and chassis are of standard Daimler FIFTEEN 2½ litre design with additional special finishes. The meticulous hand construction, lavishness of equipment and attention to detail evidenced in every part of this fine car, gives the Daimler RITZ Saloon its pronounced individuality.

The bodywork is finished in silver grey with a raised chromium moulding, alternatively in black or iridescent blue. Upholstery is of light-grey leather with contrasting piping—a leather of extremely fine quality and softness.

All interior woodwork is of beautifully figured grey

sycamore finish, toned to match the upholstery—cappings and mouldings are hand finished.

The floor has a fitted carpet of finest quality pile, and is free from foot wells and obstructions of any kind.

From distinctive fluted Daimler radiator to luggage boot the 2½ litre Daimler RITZ Saloon abounds in unusual features and rare refinements. The briefest inspection is all that is necessary to reveal that it stands uniquely alone in the field of fine medium-sized cars.

The DAIMLER RITZ
Fifteen 2½ litre Sports Saloon £575



Specification of the RITZ Fifteen 2½ litre Sports Saloon

THE ENGINE

Designed and built by craftsmen and finished to exceptional standards, the six cylinder engine of 18.02 R.A.C. h.p. rating develops a much greater power than ever before, while retaining the silky smoothness of operation characteristic of the Daimler engine. Overhead valves are operated from a roller-chain driven camshaft.

The extraordinary degree of quietness of running is a particular feature of the engine. The crankshaft is carried in four main bearings and is counterbalanced to eliminate 'whip' at any speed.

Full pressure lubrication to all points, the oil circuit being automatically replenished from the sump. Cooling is by pump and fan, the water temperature being regulated by thermostat. The carburettor is of the S.U. type with manual mixture control operated by knob on the dash.

The air intake draws through a large silencer entirely adequate to prevent carburettor roar. Ignition timing automatically governed, with manual over-riding also operated from the fascia board.

The fluid flywheel and preselective gearbox are in unit with the engine, while the selection of gears is controlled from a quadrant on the steering column.

The rear tank holds 12 gallons of petrol of which 1½ gallons are held in reserve, controlled from fascia.

Petrol is delivered to the carburettor by an A.C. type camshaft drive pump which ensures a steady flow of petrol at all speeds and complete reliability of operation.

THE FRAME

The Frame of box section, cruciform braced, is of exceptionally fine design, for remarkable strength and the precise degree of rigidity necessary to fully exploit the qualities of the independent suspension have been achieved, while the structural weight has been kept to a low level.

A permanent mechanical easy jacking device is built into the frame and enables the whole car to be raised quickly and with the minimum of effort.

SUSPENSION

The rear suspension is by half elliptic springs, rubber insulated from the three-quarter floating rear axle and damped by hydraulic shock absorbers. An anti-roll control bar resists any possible tendency to side sway.

At the front, the wheels swing on parallel links which react against large coil springs and are further controlled by radius arms.

The system gives exceptional riding comfort over the worst surfaces and, since all wheel movement is controlled, it results in the most complete sense of security under any conditions and at every speed. The car remains evenly poised even during the fastest cornering. There is no body sway, and wheel movement is so precise that it is possible to steer the car at the highest speed with absolute surety that it can be placed to an inch on the road.

TRANSMISSION

The famous Daimler fluid flywheel and the preselective gear box is a combination which results in the utmost simplicity of

driving. The flywheel is trouble-free and entirely automatic and gears are selected by a small lever on the steering column, eliminating tiresome gear lever movement and heavy clutch operation. The transmission is completed by an open propeller shaft to the underslung worm and wheel final drive, which permits a low flush floor level. Both at front and rear the floor is flat and quite unobstructed.

The fully automatic chassis lubrication system maintains a constant supply of oil to all points. No separate reservoir is necessary, the oil being replenished from the engine sump.

(Daimler Fluid Flywheel Transmission is licensed under Vulcan Sinclair and Daimler Patents.)

BRAKES

The foot brake acts on all four wheels, and the hand brake, located on the offside, beneath the dash, on the rear wheels only. The Girling mechanical system of braking gives the minimum stopping distances with only gentle pedal pressure. It is always completely positive, and adjustment to take up brake lining wear is effected in the simplest possible manner, so that the brakes will give security and reliability at all times.

STEERING

Marles cam and double roller steering gear which gives particularly stable control and light operation at all speeds.

This feature is extremely valuable when manœuvring in restricted spaces.

ELECTRICAL EQUIPMENT

Coil ignition operated on 12-volt system with 6g A.H. battery under near side front seat. The battery is earthed to the chassis on the positive side; this prevents terminal corrosion or distributor contact pitting and makes possible increased spark intensity. Side lamps are fitted to front wings; adjustable head lamps mounted on the radiator with toe operated dipping device. The combined stop, tail and reversing lamps are incorporated in the built-in illuminated number plate. There

is a rear spot light for use when reversing. The reversing light is switched on automatically when reverse gear is selected. Separate fuses for each circuit ensure that lighting failure through fuse overloading is restricted to that circuit only. Constant voltage, ventilated dynamo. The starter motor is actuated by a solenoid switch on facia. There are twin Wind Tone horns and these, with the self-cancelling recessed trafficators, are operated from the steering wheel boss.

Dual windscreen wipers operate from foot of windscreen and are conveniently controlled from driver's seat.

WHEELS AND TYRES

Five detachable spoked disc metal wheels and low pressure 6.00×16 Dunlop tyres. The spare wheel is carried in a separate locker beneath the luggage compartment at the rear and is instantly accessible. The wheel changing kit is also accommodated here where it is most convenient.

INSTRUMENT PANEL

The panel carries a clock, speed and mileage meter, petrol gauge, water thermometer, and ammeter. Oil pressure and ignition warning lights, lighting and ignition switches, manual overriding ignition control, starter button, mixture control, hand throttle knob and petrol reserve control are all grouped for maximum convenience. At night the panel is indirectly illuminated to the degree necessary to give clear visibility while the light does not distract the driver's attention from the road.

A standardised key is provided for all locks throughout the car including the ignition switch.

The rear window blind is operated from the driver's seat.

CHASSIS DIMENSIONS

		ft.	in.			ft.	in.
Wheelbase	..	9	6	Overall width	..	5	4½
Track		4	4	Body space			
Overall length	..	15	0	(dash to rear axle)		7	4½

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